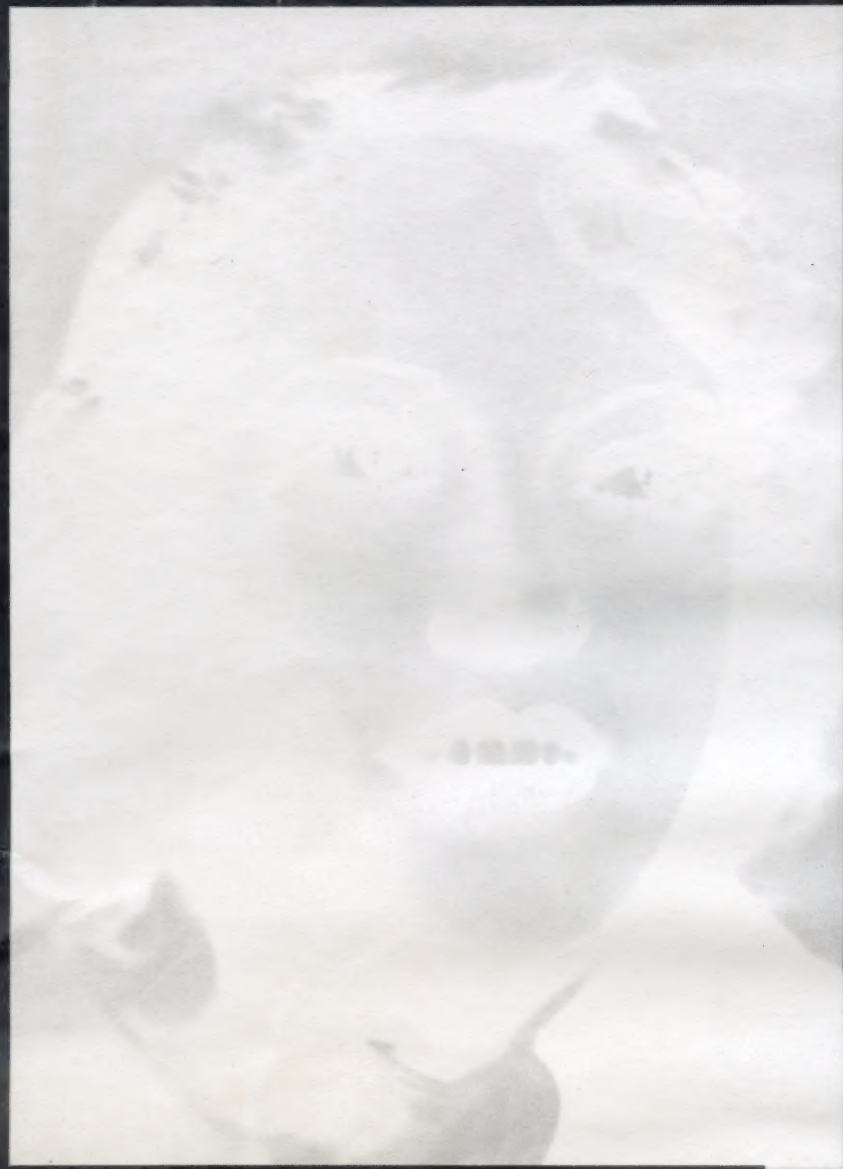


1936-27

48



MARION  
DAVIES  
ROBERT  
MONTGOMERY

in Warner Bros.' newest laugh-hit

"EVER  
SINCE EVE"

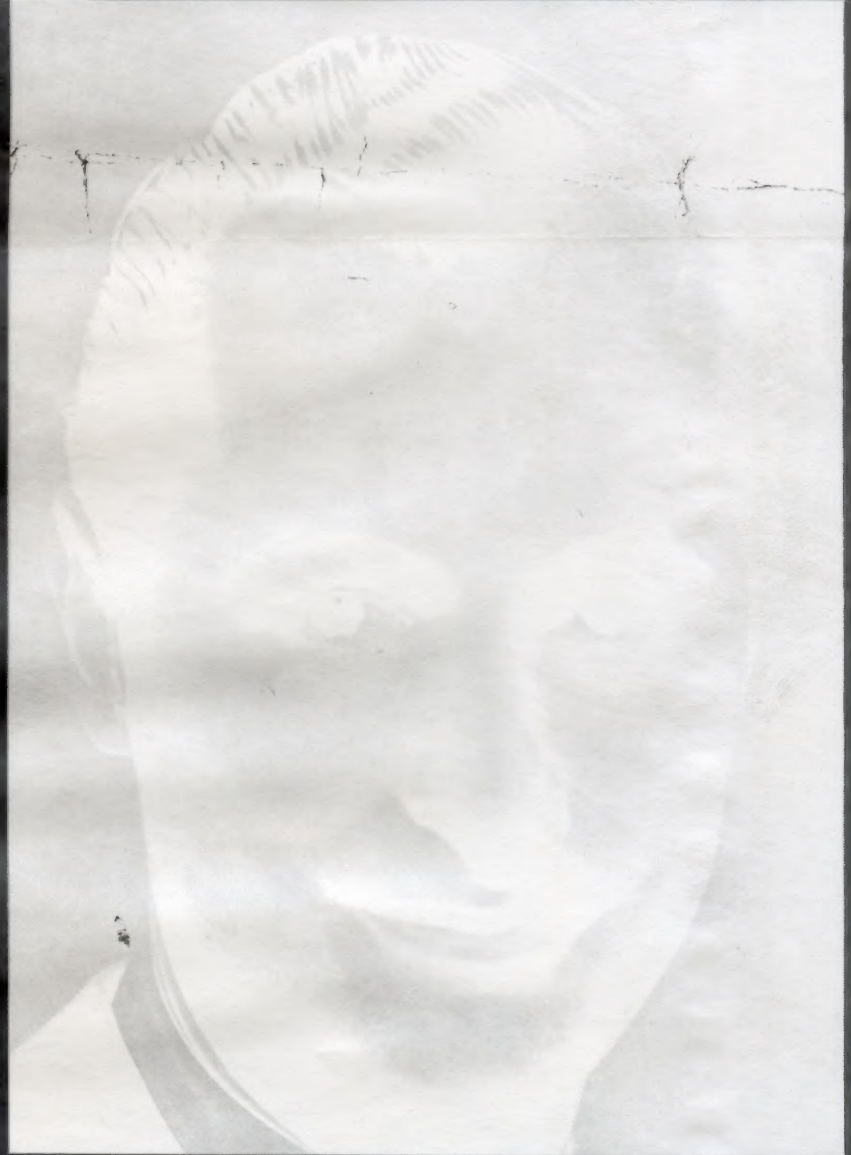
FRANK McHUGH • PATSY KELLY  
ALLEN JENKINS • LOUISE FAZENDA

A COSMOPOLITAN PRODUCTION

A First National Picture • Directed by Lloyd Bacon

Screen Play by Lawrence Riley, Earl Baldwin & Lillie Hayward

From a Story by Margaret Lee & Gene Baker



WARNER BROS. CAMPAIGN PLAN

# GENTLEMEN,

# WE GIVE YOU



**MARION  
DAVIES**



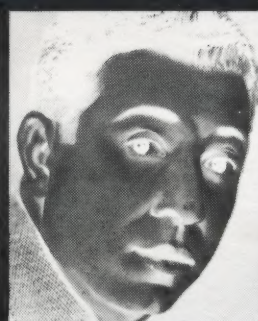
and

**ROBERT  
MONTGOMERY**



and **LOUISE  
FAZENDA**

and **ALLEN  
JENKINS**



and **PATSY  
KELLY**

and **FRANK  
McHUGH**

## THE CAST

Marge Winton.....	MARION DAVIES
Freddy Matthews.....	ROBERT MONTGOMERY
'Mabel' DeCraven.....	FRANK McHUGH
Sadie Day.....	PATSY KELLY
Jake Edgall.....	ALLEN JENKINS
Abbie Belldon.....	LOUISE FAZENDA
Al McCoy.....	BARTON MacLANE
Camille Lansing.....	MARCIA RALSTON
Manicurist.....	CAROL HUGHES
Alonzo.....	FREDERICK CLARK
Hotel Manager.....	ARTHUR HOYT
Employment Clerk.....	MARY TREEN
President of the Purity League.....	HARRY HAYDEN
Barton.....	PIERRE WATKIN
Lowell.....	JOHN T. MURRAY
Henderson.....	WILLIAM DAVIDSON

## PRODUCTION STAFF

Director.....	LLOYD BACON
Screen Play by.....	LAWRENCE RILEY EARL BALDWIN LILLIE HAYWARD
Story by.....	MARGARET LEE and GENE BAKER
Photography by.....	GEORGE BARNES, A. S. C.
Film Editor.....	WILLIAM HOLMES
Art Director.....	ROBERT HAAS
Music and Lyrics by.....	M. K. JEROME and JACK SCHOLL
Musical Director.....	LEO F. FORBSTEIN
Cowns by.....	ORRY-KELLY

**-in a picture backed by a business building campaign of unparalleled scope; hitting strategic centers in the United States with well-timed publicity and art; big-space advertising to re-enforce your own ads; on the air from coast-to-coast broadcast on a popular radio show (date to be announced); fictionization already accepted by 36 key-city newspapers—FREE to newspapers in cities where Hearst papers are not published. (See page 12 for full details.)**

## OFFICIAL BILLING

Warner Bros.	40%
presents	5%
MARION DAVIES and ROBERT MONTGOMERY	100%
in	
EVER SINCE EVE	100%
with	
Frank McHugh — Patsy Kelly — Allen Jenkins	60%
* * *	
Directed by Lloyd Bacon	30%
* * *	
Screen Play by Lawrence Riley, Earl Baldwin and Lillie Hayward	5%
From a Story by Margaret Lee and Gene Baker	5%
* * *	
A Cosmopolitan Production	40%
* * *	
A First National Picture	5%

## STORY SYNOPSIS

Marge Winton (Marion Davies) becomes annoyed by the constant unwelcome attentions showered upon her by her various employers, so she decides to adopt an extraordinarily homely disguise during business hours.

In her disguise she is being interviewed by Abbie Belldon (Louise Fazenda), a hard-boiled, businesslike woman publisher, when the telephone rings. It is Freddy Matthews (Robert Montgomery), whose books Abbie publishes. He needs a secretary and Marge gets the job, over the objections of Freddy, whose weakness is blondes.

Freddy has a book due for publication by a certain date, and on the strength of a synopsis the picture rights also have been sold for \$30,000, an advance of \$15,000 having been paid the author. Part of Marge's job is to see that Freddy gets the book out by the deadline.

Camille Lansing (Marcia Ralston), an attractive society girl who is in love with Freddy, discovers that Marge has been double-crossing her by telling her Matthews is out whenever she calls. There is a scene when Camille discovers Marge's ruse, and Marge quits.

That night, Freddy, in desperation when he discovers that he can't read most of his own book, his efforts so far being confined to shorthand in Marge's notebook, goes to the apartment she shares with Sadie Day (Patsy Kelly). Marge, her lovely true self, admits him and tells him she is Sadie. Freddy falls in love with her on sight. He asks "Sadie" to tell Marge to come back to work.

Next morning, Marge in disguise is back at work, but Freddy keeps asking her about her roommate, "Sadie." Finally Marge tells him Sadie has gone to Monterey. Freddy immediately starts for the beach city, Abbie Belldon arriving at the apartment just a minute too late to stop him. Abbie sends Marge after him, pointing out that noon the next day is the deadline for delivery of the manuscript.

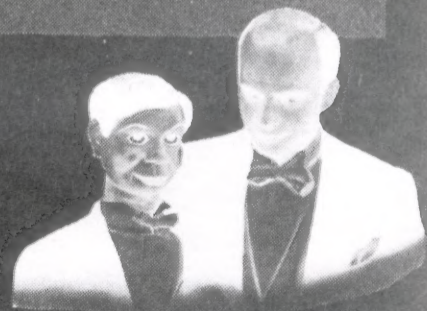
Marge, still in disguise, reaches Monterey just a few minutes ahead of Camille Lansing, who has learned from Freddy's butler of his destination. Marge extracts from Freddy a promise to outline the last chapters of his novel if she gets "Sadie's" consent to attend the "Fiesta" in the hotel patio with him that night.

Freddy delivers the outline to Marge's true self in the form of pencilled notes, at the ball that night just a few moments before the hotel is raided by bandits.

The lights go out and Marge takes advantage of the opportunity to sneak away to finish the novel herself. Meanwhile, however, a woman accomplice of the bandits, who attended the ball as a guest, has been whisked into the hold-up man's car. A bell-hop thinks it is Marge and immediately the hunt is on for the "kidnaped" girl.

Shortly after midnight in San Francisco the real Sadie, her boy-friend Jake (Allen Jenkins) and Abbie Belldon read of the kidnapping. They reach Monterey simultaneously, just as Marge comes down the stairs, in disguise. Marge delivers the manuscript to Abbie and starts out of the hotel, Freddy in pursuit of her.

As she reaches the driveway, running, Marge crashes into the mudguard of Camille Lansing's moving automobile. She is thrown to the pavement, her wig and ugly glasses are knocked off. Freddy picks her up and realizes for the first time that his secretary and the girl with whom he is in love are one and the same person.



**We claim** that good theatre managers are not "Charlie McCarthys".\* We believe they know how to capitalize on a set-up like this. The live-wires will go further.

\*Play Edgar Bergen and Charlie McCarthy in their latest Vitaphone Novelty "Double Talk"—Vitaphone Release #2711



# Glamorous Lady of the Screen

## How Marion Davies Makes Up For Comedy Roles

It's fairly easy for the makeup wizards at the film studios to take an ugly girl and transform her into a screen beauty. They've done it time and again and they have at their finger-tips all the little tricks for making little eyes look big and crooked noses straight. But it's another matter when these same wizards are asked to transform a lovely face into one that no man would voluntarily give a second look.

It's another matter, too, for the lovely lady in question to put herself in the hands of the make-up men for the purpose of being made ugly.

Yet Marion Davies, one of the screen's most beautiful women, turned herself over to Perc Westmore, the makeup chief on the Warner lot, and told him to make her as homely as he knew how.

All this "uglifying" was apropos of Marion's starring role in "Ever Since Eve," a Cosmopolitan production which comes to the Theatre on .....

Not only did she ask to have her face turned into the perfect example of what every girl does not want to look like, but she also had a heart-to-heart talk with Orry-Kelly, famous style creator. "Make me a costume that violates every rule of smartness," said Miss Davies. The designer groaned, but went to work.

Miss Davies admits that occasionally it was somewhat embarrassing to have everyone on the lot stare at her with unconcealed amazement.

"But the disguise is essential to the story," she explained. "In fact, the entire success of the plot rests on its effectiveness."

### Remarkable Transformation Of Beauty Into Ugly Duckling For Dual Role In Bright New Comedy, "Ever Since Eve"

Through much of the picture Miss Davies must wear the camouflage, which consists of an awkward straw hat shaped somewhat like an inverted fruit bowl, straight-haired brown wig cut Dutch bob style, horn-rimmed glasses, an ill-fitting suit, and ugly, low-heeled walking shoes. Her face, of course, is "flat-panned," in the parlance of the make-up artists.

She portrays a stenographer in the picture, and as such, she becomes annoyed by the constant, unwelcome attentions of her employers. Learning of a publishing concern which employs only homely women, she obtains a disguise, gets a job and is assigned to act as Author Robert Montgomery's secretary.

"Naturally," Miss Davies explained, "the disguise must be so good that there can be no suspicion of recognition on Bob Montgomery's part, and similarly, audiences must know that there is no possibility of recognition. So, it had to be good."

But how, many people have asked the lovely blonde actress, is such a transformation accomplished?

Let Westmore, head of the studio's make-up and hairdressing department, explain.

"As the homely stenographer, we had to make Miss Davies' eyes look round and rather bulgy behind supposedly thick-lensed glasses. Since glass is seldom actually worn in eyeglasses in pictures due to light reflections, it was necessary to accomplish this effect purely with makeup.

"We got the round, bulgy effect," Westmore explained, "by 'highlighting' or covering the corners of the eyes with whitish makeup. Also, to deaden their sparkle, we put white makeup on upper and lower lids instead of the usual shadow makeup which emphasizes the natural beauty of her almond-shaped eyes.

"Miss Davies' eyebrows are naturally arched and rather thin. We pencilled them heavy and straight, which further detracts from her looks, and we gave her a pug nose by highlighting the whole frontal plane of the nose and also the entire upper lip.

"We enlarged her nostrils by drawing darkening lines with brown pencil around their edges and spoiled her mouth, one of her loveliest features, by shortening it with white makeup. Then, with the same material, we took away the fullness of the curves of her lips, making them long and straight. On

top of all this destruction we placed an ugly, straight haired brown wig, cut in rigidly square Dutch bob fashion."

How well Miss Davies was disguised was illustrated by the fact that Montgomery failed to recognize the actress the first time she came on the set in character make-up and costume.

And no wonder! Gone was all the tea rose beauty which he and all of the world have identified with the screen star. Instead there was an awkward-looking girl of nondescript features, which were in no way enhanced by the spectacles she wore. Her clothes were definitely frumpy, and she walked flat-footedly in her thick clumsy oxfords.

When Bob was let in on the secret of the disguise, he let out a long whistle. "I can't believe it's you, Marion," he said. "I'm sure that if I were a beautiful girl, I wouldn't want to let myself be seen on the screen looking like that."

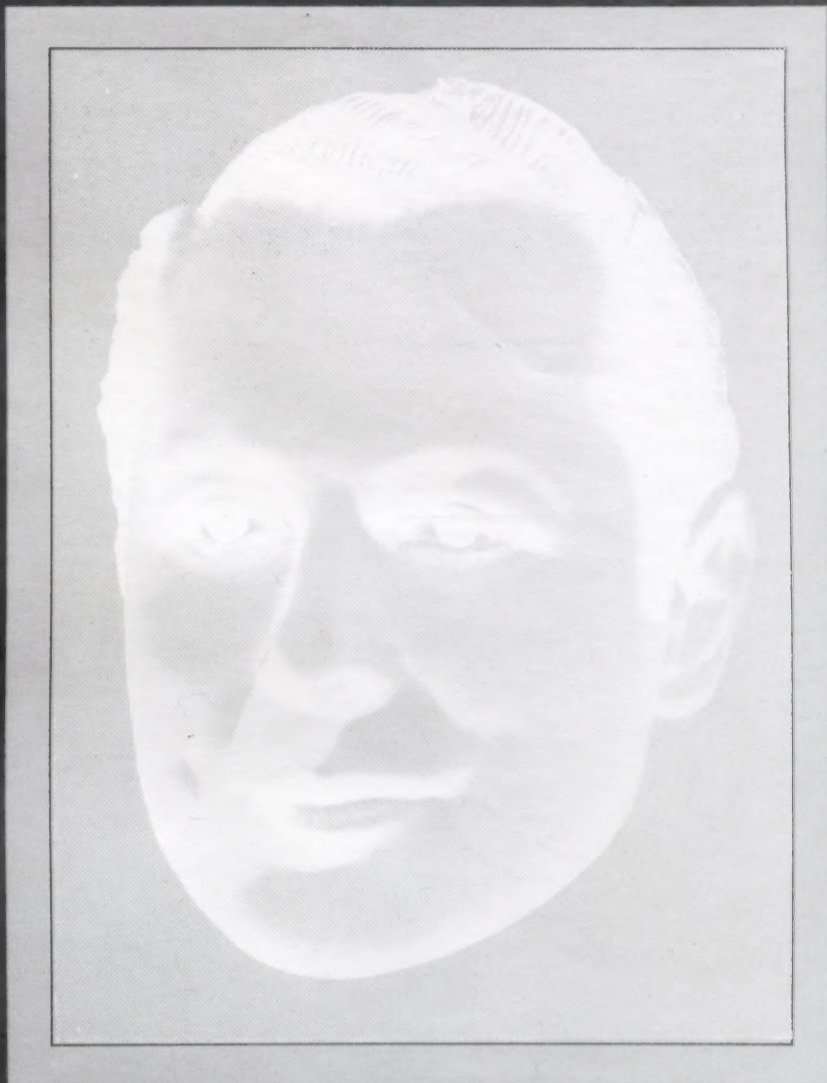
"But do you really think I look as unattractive as it's possible for a girl to look?" she asked him, as anxious as though she wanted an opinion on a new frock.

"I certainly do — but —" stammered Montgomery.

"That's all I wanted to know." And Marion was happy!



# An Entirely Different Young Man



## All About Robert Montgomery Off The Screen

Robert Montgomery has always believed in the axiom that a straight line is the shortest distance between two points. That, to a great extent, accounts for his reputation of being the most aggressive and determined young man in Hollywood. And undoubtedly, it accounts for his enduring success as a screen star.

When Montgomery wants something he goes after it in the quickest, most effective manner he can devise. He charts his course and follows it, letting nothing stand in his way.

His attitude, a somewhat surprising one for a young man reared in the lap of luxury with a singularly undisturbed life until he reached his middle teens, has paid him dividends quite regularly. Hollywood has been kind to him because he forced it.

When Bob was sixteen he and his slightly older brother decided to find work.

Although they had been trained along no particular lines, they went out and bought overalls, red kerchiefs and blue shirts and applied for a job at a machine shop of the New York, New Haven and Hartford railroad.

Though the foreman laughed at the boys' conception of what

### Handsome Film Star Helps Himself To What He Wants — That's How He Reached Top Of Hollywood's Roster Of Stars

workingmen should look like, he gave them jobs.

A few months later young Montgomery drew another straight line in the general direction of the Pacific coast. He decided, however, that due to his lack of finances his quickest route lay through the Panama Canal. So he got a job on a Standard Oil tanker and worked his way to San Pedro—which gave him his first glimpse of Hollywood—and back to New York.

There he roomed with a young chap by name of Steve Janney, who played "super" in various stage productions. Janney fired Montgomery's ambition toward the theatre.

"I'm going to be an actor," Montgomery decided.

No sooner said than done—he promptly got himself a job with a Rochester stock company, staying there for a year and a half, during which time he played seventy characters—mostly old men.

At the end of this period Montgomery decided he was ready for Broadway. He was right again and his star rose steadily during the next few years until he was offered a contract to go to Hollywood and play opposite Vilma Banky in "This Is Heaven."

Naturally, the idea of screen stardom appealed to Montgomery, but he decided that the offer was not the one to get him there in the shortest time. Despite the criticism of a great majority of his Broadway associates, he rejected the offer.

Half a year later came another Hollywood offer. Although this one was only for the second male lead in "So This Is College," Montgomery decided it was worth accepting—and he was off for the West Coast again.

Once in Hollywood he felt he should learn all there was to know about the business of picture making. He roved all over the lot, cramming himself with knowledge of the technical end of the business as well as the acting side of pictures. He quickly familiarized himself with screen technique and it was not long before theatre managers and fans all over the world were inquiring about this breezy new personality.

Not long ago Montgomery, who is currently playing opposite Marion Davies in her new Warner Bros.-Cosmopolitan comedy, "Ever Since Eve," which comes to the Theatre on ..... decided he wanted to try something different. With his

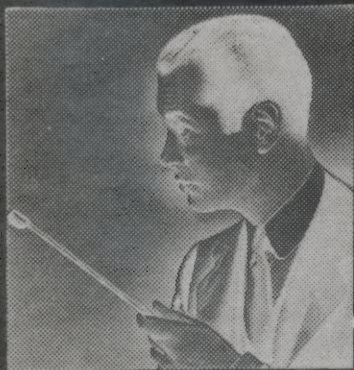
usual aggressive manner he convinced his producers that he should play the lead in "Night Must Fall." As the murderous maniac who cloaks his sinister motives under a debonair, smart-cracking exterior veneer, Montgomery was superb. Today the picture is being critically lauded as one of his finest achievements.

Off screen Montgomery is an entirely different person from the breezy, carefree character he usually portrays in pictures. Serious-minded, with an intensely liberal viewpoint, he knows exactly what he wants and why—and he invariably goes after it in his own uniquely direct manner.

What he wants right now is to maintain his position in the screen world. So he devotes the greatest part of his time to his work—studying his new script between pictures when he is not needed at the studio. Because it's important to his work that he keeps in perfect physical trim, he spends some part of every day riding horseback, playing tennis, or working in the gym.

The Hollywood social whirl sees little of this earnest young actor. Occasionally, when there's something special going on, he'll put in an appearance, but for the most part his social life is confined to his small circle of intimates.

He's particularly pleased with his new role in "Ever Since Eve," not only because it's so good, but because it gives him an opportunity to work at another studio—thus giving him a fresh perspective on his work. He considers a "loan-out" to another studio one of the best boosts an actor can receive.



(Lead Off Story)

## 'Ever Since Eve' Is Booked For Strand

Two stars of immense popularity, and of well deserved top rank among comedy players, come to the ..... Theatre next ..... in "Ever Since Eve," the Cosmopolitan production which has its local premiere there.

They are Marion Davies, the lovely blonde comedienne, and Robert Montgomery, the debonair youth who has been leading man in so many gay movies.

Miss Davies and Montgomery are co-starred in what is described as the liveliest, fastest-moving farce either has played in for a long time.

Miss Davies plays the part of a stenographer who has been so harassed by employers because of her golden-haired beauty that she disguises herself with a dark wig and glasses and goes looking for another job.

Montgomery is a novelist who is crazy about blondes, but is forced to accept this seeming brunette forced upon him by his hard-boiled woman publisher, who wants him to keep his mind on his work.

He is therefore strictly business during working hours, with Marion there, but it chanced that he meets her socially, one evening, when she's not disguised.

Besides the two stars, "Ever Since Eve" has a cast including such comedy experts as Patsy Kelly, Frank McHugh, Louise Fazenda, Allen Jenkins, and Carol Hughes.

The picture was directed by Lloyd Bacon.

## STAR GIVES HER SUCCESS FORMULA

Scores of involved formulas have been advanced from time to time for continued success in motion pictures.

In the opinion of Marion Davies, however, there are five basic rules. They are: 1—Work Hard, 2—Be modest, 3—Be courageous, 4—Be generous, 5—Keep faith with your fans.

"No one can succeed without hard work," she observed. "Film players cannot retain success unless they work twice as hard as they did achieving it."

Concerning the second rule, the blonde star said the greatest misfortune that can befall a screen player is to develop what is commonly described as a "swelled head."

"An actor who becomes egotistical over success invariably becomes obnoxious and the public quickly detects and promptly resents silly vanity," she said.

"Sooner or later," Miss Davies continued, explaining rule three, "every star will get a bad play and make a bad picture. They can't all be good. It takes courage to survive bad plays, and continue in the face of criticism."

"Generosity," she continued, "can be demonstrated in many ways in pictures, and not necessarily in public benefactions. It can be demonstrated toward your fellow players and technicians."

"Ever Since Eve," Miss Davies' current comedy, which has Robert Montgomery for her leading man, will come to the ..... Theatre on .....

# "Ever Since Eve" REVIEWED

## Marion Davies And Robert Montgomery Head Big Cast In Whimsical Comedy Now At The Strand Theatre

Marion Davies, who is invariably at her best in light, whimsical comedy, had a highly successful local premiere yesterday in exactly that sort of picture—a Warner Bros.-Cosmopolitan production called "Ever Since Eve," which opened at the ..... Theatre.

Always giving her fans an additional treat in the way of a popular and capable leading man, Marion this times shares honors with the likeable Robert Montgomery.

To add to the general gayety of the piece, she is supported by such tried and capable comedians as Frank McHugh, Patsy Kelly, Louise Fazenda, Allen Jenkins, Marcia Ralston and Carol Hughes.

"Ever Since Eve" has every element that goes toward making a tremendous Davies hit. It has a good story full of fun and romance; a big spectacle that includes songs and dances, and it gives the star several opportunities to display her rare blonde beauty and her taste in gorgeous gowns.

As the yarn opens, Miss Davies is a stenographer who is pestered to death, because of her good looks, by various employers. To escape, she adopts a homely disguise of dark wig and dark horn-rimmed glasses.

Bob Montgomery, it seems, is a novelist who writes successful books but can't keep his mind on his work because he is continually searching for lovely blondes. Just now

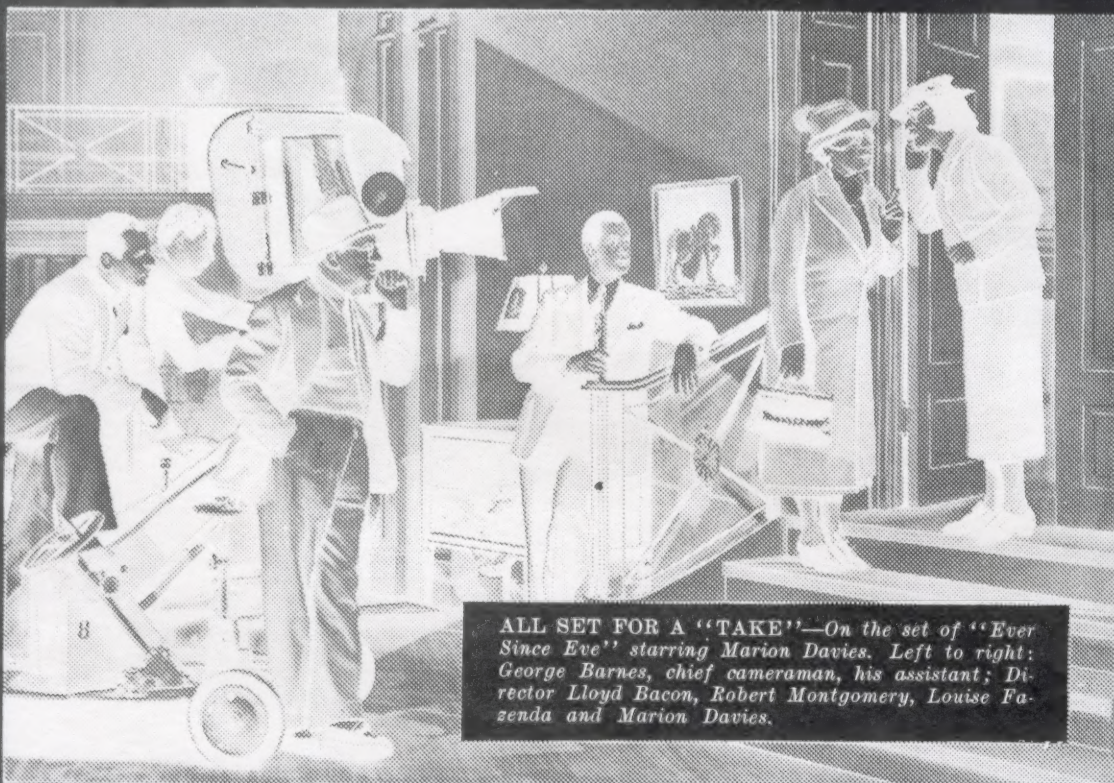
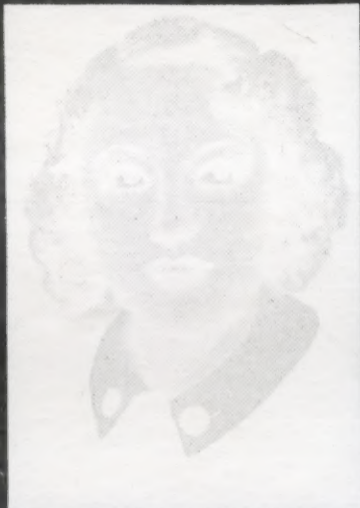
he needs a secretary, and Marion is wished upon him by his hard-headed woman publisher, Miss Fazenda. He doesn't like her looks but has to take her.

Marion shares an apartment with Patsy Kelly, called Sadie Day in the film. An errand takes Montgomery there one evening, and Marion, not in disguise, opens the door. He fails to recognize her, but is entranced with her loveliness and takes her dancing, believing she is the roommate, Sadie.

The dramatic mixups carry on from there—misunderstandings, suspense as to whether Bob can get his novel finished by the deadline set for it, the intrusion of bandits, a fiesta in which the two realize they love each other, and finally, the revelation that the blonde beauty of Bob's social life and the drab secretary of his workaday life are one and the same.

This sort of role seems especially suited for Miss Davies, and for light, gay romance, the picture seems headed for one of the top spots in comedy this year. Robert Montgomery, playing the irresponsible bon vivant, also has a made-to-order part, and the actor comes through with a performance entirely satisfactory.

Lloyd Bacon directed the comedy from a screen play by Lawrence Riley, based on an original by Margaret Lee and Gene Baker. The two numbers in the picture were written by the team of Jack Scholl and M. K. Jerome.



ALL SET FOR A "TAKE"—On the set of "Ever Since Eve" starring Marion Davies. Left to right: George Barnes, chief cameraman, his assistant; Director Lloyd Bacon, Robert Montgomery, Louise Fazenda and Marion Davies.

(Opening Day Story)

## Marion Davies Opening At Strand

With Marion Davies and Robert Montgomery as co-stars, and a supporting cast that includes such popular comedians as Frank McHugh, Patsy Kelly, Louise Fazenda and Allen Jenkins, the Warner Bros.-Cosmopolitan comedy "Ever Since Eve" will open today at the ..... Theatre.

It is described as the sprightliest piece of nonsense that either the lovely golden-haired Miss Davies or handsome Bob has ever played in.

Montgomery plays the part of a goofy author who cannot settle down to finish his novels because he always has his mind on blondes. Miss Davies assumes the role of a secretary who has been so pestered by previous employers on account of her good looks, that when she goes to work for Bob she does so in disguise, making herself as homely as possible.

Bob meets her at night, undisguised, doesn't recognize her, and falls in love with her. The complications resulting from this are said to be fast and furious.

The sort of roles portrayed by Miss Davies and Montgomery in the picture are especially suited to their talents, and triumphs of former films are repeated here manifold.

Perhaps one of the best features of the picture is the presence of a side-splitting supporting cast of comedians. Performances by Allen Jenkins, Frank McHugh, and Patsy Kelly keep the audience in the proverbial gales of laughter.

Lloyd Bacon, who directed Miss Davies in her last picture, "Cain and Mabel," also did "Ever Since Eve." The original story was written by Margaret Lee and Gene Baker.

## 'LOAN-OUTS' ARE WELCOMED BY STAR

One of the best things that can happen to a motion picture player, in the opinion of Robert Montgomery, is an occasional "loan out" to a studio other than the one to which he is under contract.

Montgomery speaks with the weight of authority for he was recently "on loan" from his home studio to Warner Bros., where he played opposite Marion Davies in the blonde comedienne's new Cosmopolitan comedy, "Ever Since Eve." This picture will be shown next ..... at the ..... Theatre.

"Picture acting is like every other profession," Bob says. "One gets tired of looking at the same surroundings day after day, week after week and year after year. He finds himself in a deep rut from which there seems no escape."

"The only escape from this monotony for an actor is a 'loan out.'"

"Describe it as being 'sold down the river,' as we in pictures frequently do, if you must, but it has advantages which far overbalance the disadvantages of having to find your way around, getting acquainted with a foreign routine, and the thousand and one other little nuisances."

"Just such little things as the manner in which the policeman on duty at the automobile gate greets you have an elevating reaction."

# Merry Madcaps Of The Movies

Six Of The Top-Notch Comedy Stars Who  
Are Favorites Of Millions, Appear In "Ever  
Since Eve," Starring Marion Davies

by ANNETTE BAKER

Somewhere in the cast of nearly every picture ever filmed there's a comedian. It's a film formula. Stars come and go, but good comedians maintain their popularity year after year. As long as they are willing and able to work, Hollywood has a place for them.

Prominent among the comedy players who are in constant demand at the studios are Frank McHugh, Louise Fazenda, Allen Jenkins and Patsy Kelly. Each of them has carried the humor of dozens of pictures.

A genius for light comedy elevated Marion Davies to top-ranking stardom, a position which she maintains with ease. And then there's Robert Montgomery, whose flair for comedy has won him an enviable position as a film star whose services are always in demand.

All of these fun-makers — and more — are included in the cast of "Ever Since Eve," the Cosmopolitan production which comes to the Theatre, on ..... Instead of one comedian, this delightful farce has Marion Davies and Robert Montgomery in the starring roles, and Frank McHugh, Louise Fazenda, Patsy Kelly and Allen Jenkins supporting them.

A versatile actress who can play a dramatic role as well as a farcical one — Miss Davies has found that the public clamors for her as a comedienne. So, despite the fact that she would enjoy playing an intensely dramatic part, she sticks to the saucy, light roles which have won her top starring honors.

Off the screen, Robert Montgomery is a very serious person. For that reason he feels pretty strongly about some of the ridiculous things he has to do on the

screen. Here are just a few of the things he's been forced by script requirements to publicly submit to: Getting sprayed by a hose, giving a baby its bottle, making love to a statue. In the finished film, all these things make for laughs, but on a large sound stage, surrounded by dozens of actors and technicians, it's pretty difficult for the serious gentleman who has to do it all.

Screen veteran Louise Fazenda has been making movie audiences laugh for nearly twenty years. As a young girl, she won her first chance at a movie part by putting on blackface.

Frank McHugh practically never laughs on the screen. He's usually pretty doleful about something. But the audience laughs, which is the secret of his success as comedian. He has the rare genius of making his misery comic.

Patsy Kelly's first role in a feature length film was in support of Marion Davies, star of "Ever Since Eve." A natural-born laugh getter, she modestly attributes all of her movie success to Irish luck.

As for Allen Jenkins, the "doubting Thomas" of the movies, comedy is second nature for him. "Dumb" roles are his forte, although he is a clever person in real life. But that's the movies!

## CANDID CLOSE-UPS

of Those  
Pictured Above

**MARION DAVIES** — Glorified by Ziegfeld, she conquered Broadway before Hollywood called . . . posing for Howard Chandler Christy was another of her stepping-stones to fame . . . famous in Hollywood for her delicate blonde beauty, her charity, and her charm, and her studio treats for the production staff. (Home town — New York City).

**ROBERT MONTGOMERY** — A job as a railroad roundhouse worker gave him his start in life . . . inherent love of the stage drew him to a stock job in Rochester . . . then came Broadway and fame . . . Hollywood and more fame . . . an expert at light comedy . . . off-screen hobby is his farm in upstate New York. (Home town — Beacon, New York).

**ALLEN JENKINS** — Understudying the lead in an obscure play brought this famous comedian his very first break . . . "Blessed Event" won him a screen contract . . . spare time, if any, is devoted to a boat he is building. (Home town — New York City).

**PATSY KELLY** — Brooklyn-born, Patsy learned dancing on the sidewalks of New York, to the tune of hand-organs . . . vaudeville gave her her first break . . . has more friends than any other person in Hollywood . . . (Home town — Brooklyn, New York).

**LOUISE FAZENDA** — Strictly a Hollywood product, she started as a movie extra . . . then came the character and comedy roles which made her famous . . . is as good-humored off screen as on . . . gives away the major part of her salary. (Home town — Lafayette, Ind.).

**FRANK McHUGH** — Stage career began at the age of six and has been going on ever since . . . travelled Europe in the cast of "Is Zat So?" . . . Hollywood claimed him in 1930. (Home town — Homestead, Pa.).

## Bad Luck On First Day Of Film Means Good Luck

Lloyd Bacon, Director Of "Ever Since Eve,"  
Pleased With Difficulties At Start

by FRANCIS HEACOCK

Anything is likely to happen on the first day a motion picture is in production. Cast and crew, keyed up to a high nervous tension by long weeks of preparatory work and endless hours of testing, invariably are agitated and nervous.

Most directors are not unhappy to have bad luck on the starting day of a new picture. In fact, many of them welcome it, for it has long been an accepted axiom in Hollywood that the worse Dame Fortune treats the start of a picture the better her humor as the production progresses.

With this knowledge in mind we were much interested to learn upon our arrival at Warner Bros. studios early one morning that Marion Davies was starting her new Cosmopolitan comedy, "Ever Since Eve," that day, with Robert Montgomery co-starring opposite her. This is the picture which opens next ..... at the Theatre.

We found Director Lloyd Bacon pacing the floor of a set labeled "Interior Peace and Purity League Offices" in one corner of the stage. Our guide introduced us and Bacon dropped into a canvas chair beside us just off the set. He was obviously quite nervous.

"Always am on the first day of a picture," he admitted in response to our query.

The barking of a dog interrupted him. "That's Miss Davies' Dachshund, Ghandi. He always announces her that way."

The blonde comedienne, costumed in a simple business dress, waved a friendly greeting to the forty-odd members of the crew as she came onto the set.

Bacon introduced her to Harry Hayden, who was playing the President of the Peace and Purity League.

"Miss Davies is about to blast you out of your seat with a barrage of books," the director explained to Hayden with a chuckle. Shall we rehearse it once?"

Miss Davies and Hayden nodded.

"When Miss Davies starts throwing books, you start ducking, Harry," he shouted. "And

Marion," he added, "I want the first book to come crashing right through the window."

Miss Davies grabbed a heavy, five-pound volume from the desk. She threw it as Hayden ducked and the book sailed across the room toward the window. It struck the glass — and bounced into the room.

The scene started again and once more the blonde actress' aim was perfect; but again the book bounced harmlessly off the window pane.

"Well," said Bacon, "We seem to have something here."

"I know what's the matter," interposed prop man Jim Sweeney. "The book unfolds as it sails through the air and the leaves hit the window first. I'll put a rubber band around it so it won't open."

Again the scene was started and this time the book sailed squarely through the center of the window pane. The glass shattered and the book continued on its way, ending with a loud explosion directly in the center of a big studio lamp.

"That was swell," Bacon commented, "only I think the explosion and smoke ruined the scene. Let's try it once more."

Miss Davies' aim was perfect again, but the shattering glass deflected the book slightly so that it ended its flight squarely against Bacon's knee.

"Ouch!" yelled the director. "Oh, I'm so sorry," Miss Davies contritely exclaimed.

"Lady," Bacon admonished. "You should be completely happy. I know I am. I haven't had such a successfully unsuccessful start on a picture for eight years."



ALL POSED FOR A HILARIOUS SEQUENCE — (L. to R.) — Robert Montgomery, Frank McHugh, Louise Fazenda, Marion Davies, Patsy Kelly, and Allen Jenkins who appear in "Ever Since Eve," the current feature at the Theatre. Mat No. 202-20c

# Simple Dance Frocks Stressed for Summer

Marion Davies Says Simplicity Should Be Keynote of Formal Fashions For Summer Nights

How formal is summer formal? Sounds like a rhetorical question but it's a very real problem to women who want to look their best on summer nights, but aren't sure just how far they should go in "dressing up" for midsummer occasions.

Marion Davies recently answered the question for a young film player who sought her advice. "Colorful simplicity is a good rule to follow," said the renowned actress, who is also famous for her excellent taste in clothes.

"During the summer, simple fabrics take the place of the satins and velvets of winter. Wear lace, linen, pique or organza and you'll be right for hot weather dancing," Miss Davies advised. "And don't forget that color is important. One of the most effective frocks I have seen this season depended entirely on the huge floral print in tropical colors on a background of white pique for its effect. A simple square decolletage and a very full gored skirt carried out the clear cut motif."

Good grooming is even more important for summer formal occasions than it is at other times. With your unadorned frocks, your hair, your complexion and your nails stand out—and you'll want them well able to meet inspection.

"Brushing is all-important to your hair during the summer," says Miss Davies. "I'm stressing simplicity again, because it should provide the essence of your summer. Elaborate curls and waves are definitely out during hot weather, and therefore the success of your hair comb is going to depend mostly on its well-brushed shining look. If you protect your locks from the sun, treat them to a semi-monthly oil shampoo, and brush them every night, you'll be assured of good-looking hair." The long, under-swirled bob will be a universal summer favorite, according to Miss Davies.

If you're going in for tanning, be sure that the sun gets at all the skin that your evening decolletage is going to reveal. If you're a lily-white, but would like to acquire a one-evening tan to contrast with a white frock, try one of the new liquid powder bases that impart color as well as smoothness to your skin. Miss Davies, whose own white skin is too sensitive to be exposed to the sun for any length of time, finds the liquid base very effective.

Your nails are going to give you a little more trouble in the summer than they do during the winter, so try to give them a daily going-over. Warm olive oil will do wonders for a ragged cuticle, and hand cream will help to keep them soft. Miss Davies suggests the warm sunny shades of nail polish for your formal evenings.

Miss Davies will be seen next—and wearing a succession of outstanding costumes—in "Ever Since Eve," the Cosmopolitan production which comes to the ..... Theatre, on ..... Robert Montgomery is co-starred with her.

## Jacket Dresses Are Versatile

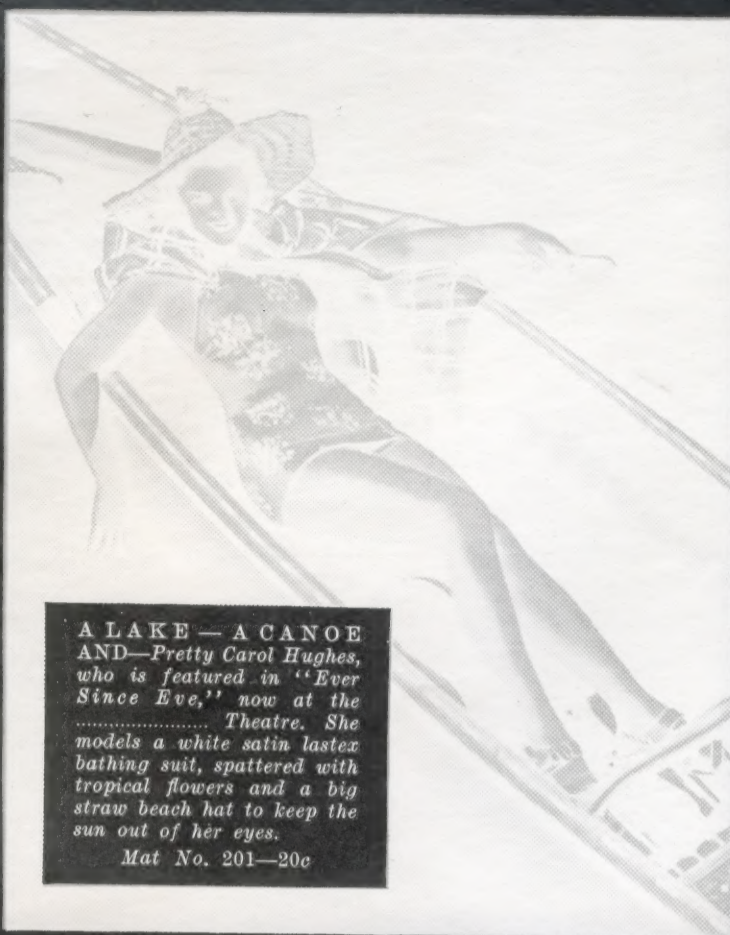
A jacket dress is the spine of every summer wardrobe, according to Marion Davies, the lovely film star, who holds an enviable reputation for fashion. Like most well-dressed women, she prefers to have a few carefully chosen costumes for each season. Jacket-dresses, she avers, are a clever and amusing way to vary these costumes.

"With printed frocks," says Miss Davies, "There is nothing smarter than a solid color jacket—either white, or a clear jewel shade that harmonizes with the print. White and pastel frocks call for printed jackets."

Transposing jackets will make four costumes grow where only two grew before. A collarless linen jacket in tangerine, for instance, will be equally smart over a tennis dress and a dance frock.

For evening, the star suggests a roman-striped ribbon bolero over a black linen frock, a white sharkskin jacket over a flowered chiffon, and for drama—a black grosgrain jacket over a white pique dance dress.

"Ever Since Eve," in which Miss Davies is co-starred with Robert Montgomery, comes to the ..... Theatre on .....



A LAKE — A CANOE AND—Pretty Carol Hughes, who is featured in "Ever Since Eve," now at the ..... Theatre. She models a white satin lastex bathing suit, spattered with tropical flowers and a big straw beach hat to keep the sun out of her eyes.

Mat No. 201—20c

## Marion Davies Gives Easy-To-Make Menu

Are you looking for an easily prepared summer dinner menu? Marion Davies, star of "Ever Since Eve," now playing at the ..... Theatre, has a favorite one that exacts the minimum of effort from the cook, yet makes a satisfactory and filling meal.

The main dish is roast lamb, but the novelty of it is that the lamb, potatoes and vegetable (carrots in this case) all go into one pan. Garnish your roast as usual, place the small new potatoes in a circle around the meat, alternating with whole baby carrots. This goes into the oven all in one, and all that is needed to supplement it is a green salad, and a fresh fruit dessert. For the dessert, Miss Davies suggests halved cantaloupes filled with fresh pineapple chunks.

## Clever Recipes For Preparing Iced Drink

One of the favorite hostesses of Hollywood, Marion Davies, star of "Ever Since Eve," now at the ..... Theatre, has at her fingertips any number of smart and practical ideas for serving guests who "just drop in."

An icy drink will make any guest feel at home during the hot weather, and to be sure of being able to supply these at any time of day or evening, she keeps half a dozen "bases" in her refrigerator. These are syrups which need only the addition of water or milk to make a tasty drink. The citrus fruit base has proven one of the most popular with her guests. It consists of the juice of lemons, limes and oranges slightly sweetened and spiced with a few drops of mint.

# Screen Star Happiest In Sports Car

Knitted Frocks Are Favorites

Petite Marion Davies has a collegian's flair for clothes. She adores sports things because they are comfortable and would wear them all the time if she could. She is one of these incredibly sensible persons who feels comfort is the most important thing about clothes while style trends are a second consideration.

Although Marion wears slack suits, pajamas and sports clothes as much as she can they are never severe. She loves to feminize a slack outfit with a dainty handmade white linen blouse and a long linen hanky streaming from one pocket. Her favorite caps are comfy little knitted models that she can pull down over her blonde curls.

One of her favorite coats is a blue swagger collared with natural blue fox. Most of her favorite clothes are blue... her first choice being navy and her second powder blue.

For evening she likes simple things, frequently wearing period things fashioned with wide skirts. She dislikes heavy materials because they are not as comfortable as the sheers and many of her evening things are pastels, such as flesh or powder blue.

She displays a number of lovely styles in her current starring picture "Ever Since Eve," a Warner Bros.-Cosmopolitan comedy which comes to the ..... Theatre next .....

## Summer Dress For The House

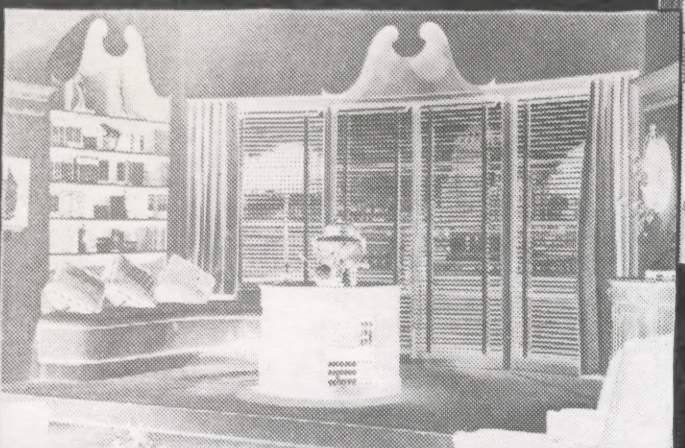
You wouldn't allow yourself to go through the whole summer without a new frock, would you? Then, by the same token, you shouldn't allow summer to come without dressing your house for it, in the opinion of Marion Davies, charming screen star.

"Whether you live in a twelve room house or a two room apartment, you'll find that the addition of a few cooling touches will do wonders for your home," says Miss Davies. "Color is important, and cool fabrics will change the whole aspect of the house."

Slip covers are available in every conceivable color and pattern. The new uncrushable linen is a perfect choice for this purpose. Space is important to a cool-looking house, so if your living room has just a few more pieces than are actually necessary to the family's comfort, how about storing some of them for the summer? Transform your fireplace into a bower of cool beauty by keeping it filled with sprays of blossoms.

"Keep the air cool and fresh-smelling with one of the new sprays that are on the market," suggests Miss Davies. These sprays can be filled with a solution of your favorite eau de cologne.

Miss Davies will be seen next ..... at the ..... Theatre, in "Ever Since Eve," in which she is co-starred with Robert Montgomery.



MODERN INTERIORS — used in "Ever Since Eve" are exquisite examples of the modern decor. Notice the graceful curve of the stairs, the sweep of windows, the unusual hearth.

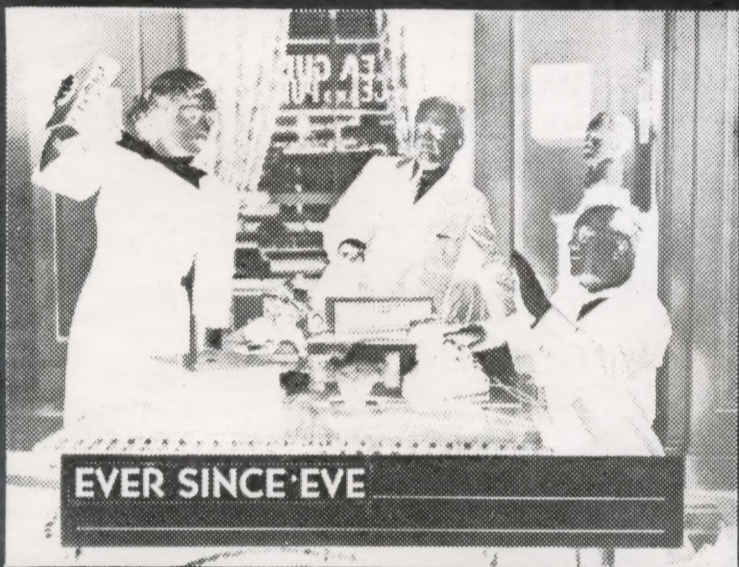
Mat No. 302—30c

# 4-Day "Funny Caption" Contest

Contest is built around the title and the well known fact that women have at times a knack of making man look quite ridiculous. This has been going on "Ever Since Eve" and so contestants shouldn't have any trouble in writing titles. Entrants complete captions to scene stills each day with title for picture shown. Winning contributions are published daily. Four scenes shown are available on one mat. Order Mat No. 501-B—40c.

(1st Day)

## "Ever Since Eve" Funny Caption Contest Begins



"Ever Since Eve"—what? That's up to you — if you can think of something really clever to say to describe this scene from Marion Davies' latest film, "Ever Since Eve," you may be among the lucky five to win a pair of tickets to this picture.

Marion Davies seems to be getting the attention of quite a number of frightened males in this scene from "Ever Since Eve" coming to the Strand Theatre.

But what the scene lacks is a good laugh-provoking caption which you are asked to write. The idea is that "Ever Since Eve" women have been making fools out of men — now, get going.

(2nd Day)

## Funny Picture Caption May Win Theatre Tickets



Women have been making fools of men "Ever Since Eve." Complete the title to the above scene which shows Louise Fazenda making Bob Montgomery look slightly ridiculous and you stand a good chance of winning a pair of guest tickets to the comedy-romance now at the Strand Theatre.

Our picture editor got as far as the first three words of the caption and is counting on you to write in the rest. If you make

the caption snappy and rib-tickling you may be the winner of a pair of guest tickets to see Marion Davies and Bob Montgomery in "Ever Since Eve" the side-splitting comedy romance now at the Strand Theatre.

(Advance Story)

## Prizes For Funny Lines

Film Contest Starts Tomorrow

"Ever Since Eve" women have been making fools out of men. The males still fall for a beautiful smile, and a wide-eyed innocent stare. Take a look at history's most successful charmers: Cleopatra, Queen of Sheba, Mary of Scotland — and add the name of Marion Davies who as Marge Winton, in her latest Cosmopolitan production, "Ever Since Eve" coming to the Strand on Wednesday, does a very neat job of making Bob Montgomery look pretty ridiculous.

Our picture editor had a stack of scene stills from this romantic-comedy "Ever Since Eve" on his desk. It was his job to write the titles for each scene, but he's generally a very lazy fellow. And with the coming of summer he is particularly lackadaisical. All he could write was "Ever Since Eve". . . .

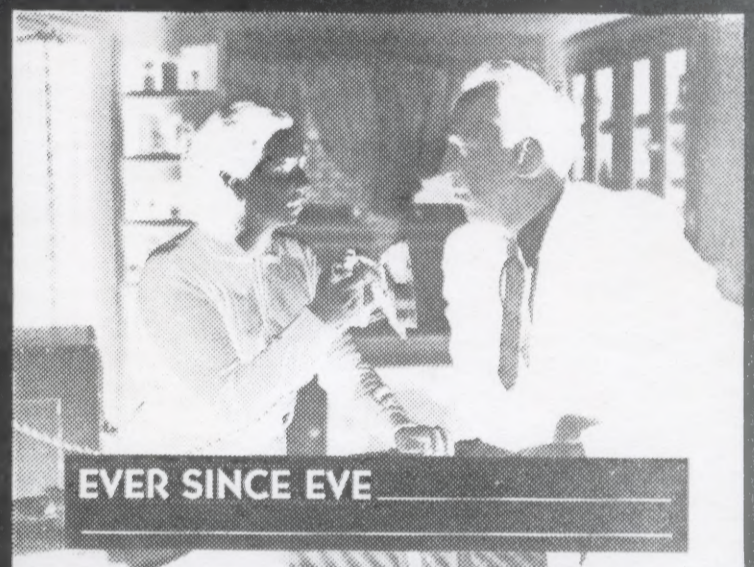
Now we're asking you to help him complete the titles. And each day for recompense the Strand Theatre in conjunction with this newspaper will give to the writer of each of the five best rib-tickling titles a pair of guest tickets to see "Ever Since Eve," the romantic comedy-riot which has its local premiere at the Strand Theatre on . . . . With Marion Davies and Robert Montgomery as co-stars, and a supporting cast that includes such popular comedians as Frank McHugh, Patsy Kelly, Louise Fazenda and Allen Jenkins, it is described as the sprightliest piece of nonsense that either the lovely golden-haired Miss Davies or handsome Bob has ever played in.

Here's the information on this contest. Each day for four days we will show a scene from "Ever Since Eve" in which one of the female characters is shown in the act of making one of the male characters look ridiculous. The idea is for you to think up a good snappy, rib-tickling title, beginning with "Ever Since Eve." Each day's contest is exclusive of the others and don't forget five pairs of guest tickets will be awarded for the best titles every day, for the duration of the contest. Think you have the knack? Can you write a few chosen words that will explain a situation and at the same time bring a smile to the reader's face? If you think you have this ability, look for the first of four scenes from "Ever Since Eve" which will appear in this paper tomorrow.

Besides the two stars, Marion Davies and Robert Montgomery, "Ever Since Eve" features a side-splitting supporting cast of comedians headed by Allen Jenkins, Frank McHugh and Patsy Kelly.

(3rd Day)

## Create Captions, Capture Free Tickets In Contest



There's a pair of guest tickets to the Strand Theatre waiting for you if your caption to the above scene is judged one of the five best.

Enter the funny caption contest sponsored by this newspaper and the Strand Theatre, by completing the above title, with a few well-chosen words. "Ever Since Eve" women have made men look ridiculous. Patsy Kelly is shown in the act of ironing out

Allen Jenkins' objections to something or other. The scene would be complete if it had a snappy caption. That is your job. Each of the best five submitted today will be given a pair of guest tickets to the Strand Theatre to see "Ever Since Eve."

(4th Day)

## Last Chance To Win Free Strand Theatre Tickets



Here's your last chance to win a pair of guest tickets to see Marion Davies and Bob Montgomery in the Cosmopolitan production "Ever Since Eve." Just write a clever rib-tickling caption beginning with the words "Ever Since Eve" — and send it to the contest editor of this newspaper. If your brain-child is one of the five best captions submitted, you will be awarded a pair of guest tickets to see

"Ever Since Eve" said to be the funniest comedy ever filmed. You'll want to see it and there's no better way than to win a pair of tickets. So get going on that title. You may be a winner.



Collect photographs of famous disguises and display them in the lobby. Each disguise carries a historical description. In the center of the display have a picture of Marion Davies in the disguise she wears in the picture. Copy teases patrons to see the picture and learn the reason for her get-up in "Ever Since Eve."

## S. O. S. 'Ever Since Eve'

Pull this stunt on the busiest street corners, in street cars, department stores and all places where you're likely to draw a crowd. Girl throws her arms around man while he struggles to escape. When crowd collects, banner is unfurled with copy: "This Has Been Going On 'Ever Since Eve.' See it at the Strand."

## Secretary Angle

Send out circulars to secretaries with appropriate copy.

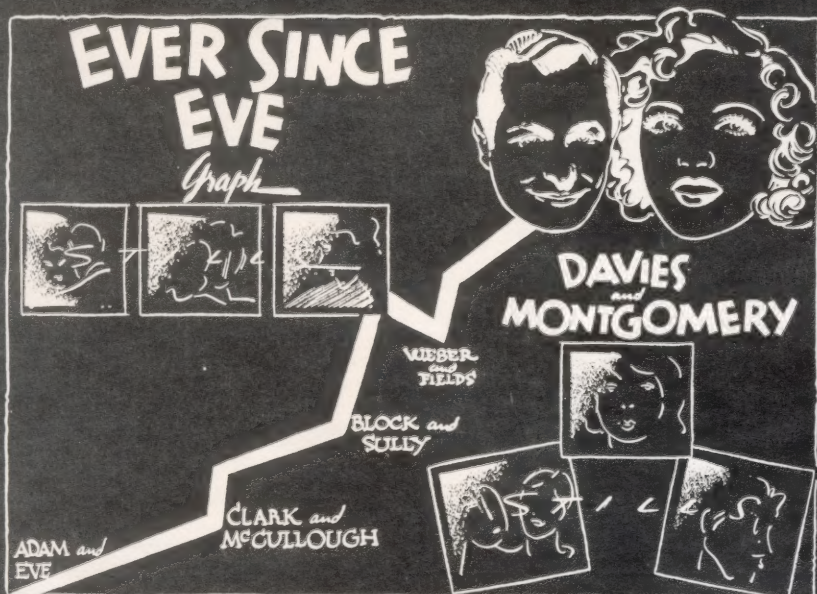
Circulate short-hand notes in office buildings.

Contact local papers and arrange beauty and popularity contests.

Tie up with business schools and sponsor a typing contest.

Cooperate with commercial and secretarial schools for block-ticket-selling stunts.

Contact sandwich shops where secs and stenogs have lunch and distribute paper napkins with copy running something like this: "If you took your boss' dictation to your heart what would you do? See what one smart girl does in 'Ever Since Eve'."



The light comedy team of Davies and Montgomery can be played up through the medium of a graph. Graph starts at bottom with first famous teams and works up to the present top-notchers, Davies and Montgomery. Graph is illustrated with stills from the film and may be animated with lights flashing on and off.

## Apple Adam

Man as Adam with a top hat, have him push a cart full of apples with sign: "Now that the depression is over I'm not selling apples, I'm an ad for 'EVER SINCE EVE'."

Apple grab-bag for the kids. Have certain apples filled with passes to the theatre and let kids grab for them at some predetermined time.

In fruit stores plant window cards. Copy on the cards gets over the apple-a-day line and invites people to stay young and healthy by enjoying "Ever Since Eve."

Compo board apple with large human eye painted in. Run ad copy underliners like: "Marion is the apple of Bob's eye," etc.

## The Whole Town's Laffing

Dig up all the successful laugh gags you've ever used. Remember? . . . Ambulance takes away patron who has gone daffy from laughing at picture. Man who laughed his head off; buttons on card for fans who lose their vest buttons from laughing; man with arm in sling, who fell out of his seat from laughing. You know of more!



Stunt of the above type is best adapted for use in lobby. Large compo board apple is fitted with picture-turning device which provides constantly changing scenes. Serpent is painted on background and is animated with red lights on its tail and fangs.

## Quick Change Artist

A nice way to play up the disguise angle by having an impersonator perform in lobby or theatre front. On stage of theatre run an amateur disguise and quick change contest, offering ducats as prizes.

## Free Fictionization

Mimeographed copies available on request, for newspapers in cities where Hearst papers are not published. This feature written in typical newspaper style, has already started in the New York Journal and the Pittsburgh Sun-Telegram and the Boston American. Other Hearst papers will follow. The same full-length serialization as used by the Hearst newspapers can be procured for your local paper by writing to Campaign Plan Editor, Warner Bros. Pictures, 321 West 44th Street, N. Y. C. Please give name of your newspaper and date of first chapter which appears on page twelve of this press book.

## Art On Classified Pages

The Los Angeles Times spots two column pictures on the Classified Advertisement pages. Try to sell idea to newspapers to use publicity mats shown in this Campaign Plan.

## Stop And Look Ballys

Dress girl in homely disguise and tag her with a sign reading: **"Girls, could you make your boss love you if you looked like me? See how I do it in 'Ever Since Eve'."**

Crab apples distributed through tie-up with your local grocer. Tags on apples plug your show.

Cards in the shape of fig leaves can be made up on which copy reads: **"Turn over a new leaf and laugh your troubles away. See 'Ever Since Eve'."**

## Eves Of History

A feature story on the famous women and their romances may make an interesting publicity feature. Include women like Queen of Sheba, Jezebel, Mary of Scotland, Charlotte Corday, etc.

## Eve In Paradise Teaser

Have your carpenter construct a compo board closet in the lobby. Sign reads: **"Take a look at Eve in Paradise."** Inside there is photo blow-up of Davies and Montgomery.

## Use Transformation Stills

Speak to your woman's page editor. It should be an easy matter to plant a number of stills showing Marion Davies transformed from a ravishing beauty to a plain looker. Get together with a beauty shop and local paper. Maybe they will be willing to sponsor lectures on make-up for various types of women. The same stunt can be worked with the co-operation of a dress store.



On a revolving turntable mount cut-outs of Davies and Montgomery in such a way as to make it appear that the latter chases the former. Tag-line below, reads: **"This has been going on 'Ever Since Eve'."** A laugh record can be used for sound.

## Clothing Store Display

Tie up with a department or clothing store and have them set up a window display showing the changes in style "Ever Since Eve." Models are dressed in the attire of famous historical characters. The various costume periods may be represented with stills from the pictures "Voltaire," "Louis Pasteur," etc. and "Ever Since Eve." Copy reads: **"Ever Since Eve smart women have combined good taste with economy; that's why they buy at .....s."** An interesting background can be achieved through the use of cutouts from the posters.



Novel sign is cut from compo board and carries ad copy and heads of the stars. Heads may be procured from the posters. The sign post is constructed in the form of a serpent the head of which wags from side to side as the sign totter walks the streets.

## Mexican Fiesta For Lobby

Capitalize on the Fiesta angle in the picture by transforming a corner of your lobby into a Mexican quarter using native pottery, rugs, cactus, etc. Dress attendants as peons on "Fiesta Night." Tie up with a Mexican restaurant for a refreshment counter where Mexican food is served. Stills of Davies and Montgomery in the Fiesta scene decorate the counter. A Mexican orchestra supplies the music. Might include an amateur rhumba contest.

## Ducats For Finding Eve

Make an announcement in local papers that on a certain day, "Eve" will appear in a local department store. Announcement of course containing fairly accurate description of the girl. People approaching and identifying Eve are awarded brace of tickets.

## Free Radio Sketch

An excellent radio dramatization has been developed by Harry Lee. The sketch is fifteen minutes long and leaves three minutes at the beginning and the end of the program for your theatre announcements. To secure this sketch write to Warner Bros. Campaign Plan Editor, 321 West 44th Street, New York City.



Your artist can fashion a large apple cut-out to be placed in lobby or out front. Heads of the principal players appear from behind the apple, mounted on the spokes of a rotating wheel. Effect is they bob in and out of sight. Above the apple a serpentine creature grins significantly.

# FREE!

## The same Fictionization accepted by 16 Hearst Newspapers and 20 Independent Dailies

By special arrangement with Cosmopolitan Productions, Warner Bros. are making available — at NO COST — the fictionization "EVER SINCE EVE," to newspapers in cities where there is no Hearst paper. It comprises 24 chapters, approximately 34,000 words. Here is the first chapter. Show it to the Managing Editor of your local paper.

This new serial should start in advance of the opening of the picture, and run thru the engagement. Mimeographed copies of the story, and photographs — sent on request to theatre managers or Managing Editors. Write or wire, giving name of newspaper and date of first installment to: Editor, Campaign Plan, Warner Bros. Pictures, Inc., 321 West 44th Street, New York City.

(Reprinted from Pittsburgh Sun-Telegraph, June 14, 1937)

### BEGIN READING 'EVER SINCE EVE' — NEW SERIAL STARTING TODAY

## Story Tells Of Trials Of Working Girl

Novelized by Lewis Allen Browne from original story by Gene Baker and Margaret Lee. Screen play by Lawrence Riley and Earl Baldwin. A Cosmopolitan Production soon to be released by Warner Bros.

### CHAPTER I.

The girl who stepped out of the elevator to the fifth floor of the State Building in San Francisco, was a vision of young loveliness. Even the hard-boiled elevator youth leaned out to stare at her a moment, before closing the door and taking the other passengers on their upward trip.

This vision of loveliness glanced at a slip of paper in her hand and went down the corridor until she came to a door on which was lettered:

### THE CALIFORNIA PEACE AND PURITY LEAGUE

"This," she murmured, "is a job just made for me, I hope — I hope — I hope." Although she had expressed it a bit flippantly, it was very much like a little prayer.

William Diggs, the young man who tended the tiny switchboard, officiated as office boy de-luxe and served as mailing clerk, had opened his mouth, preparatory to moistening a postage stamp, when the vision of loveliness stepped into the outer office. William saw her and he stood immobile for a moment, mouth still open, his "squirrel teeth" glistening like piano keys. The girl approached. William managed to get his mouth closed, and to gulp a couple times.

### SEEKING POSITION

"Yes, Miss?" he managed to say.

"I came about the position you advertised."

"Oh!" William said it as though he couldn't believe that such a beautiful girl could ever want to work.

"Has the position been taken?"

"Er—no, Miss. You will have to see Mr. Pipp."

The girl wanted to say, "Pip—Pip — hop to it!" Instead, she said, quite meekly, "If you please."

"Just a minute." William disappeared through a door back of his desk that opened to the general office. He stepped to the ever open door of

Manager Pipp's office—kept open to enable him to see that none of the employees was loafing.

"Young lady outside for that job, Mr. Pipp," William announced.

### HIGHLY RECOMMENDED

Mr. Pipp sighed heavily. "Does she look intelligent?" he asked. "Intelligent? Say, she looks wonderful! She's got everything!"

Mr. Pipp frowned. "I know — the sort who put in one hour at the typewriter and the rest of the day at pocket mirror and compact. Oh well, I'll see her."

William ushered the girl in to Mr. Pipp who gave her one glance and decided that William certainly knew a pretty girl when he saw one. He said, "Close the door," to William and "Sit Down, please" to the girl.

"This position calls for a woman of experience," Mr. Pipp informed her.

"I am experienced in general secretarial work, including stenography and filing."

Mr. Pipp was more convinced than ever that this sort of girl would think more of keeping prettied up than of getting out correspondence.

### RATHER YOUNG

"You are rather young," he observed, "what is your name?"

"Margery Morrison," Mr. Pipp managed to smile. "Quite alliterative. Er—by that, I mean—"

"Yes sir. I know what it means."

"Where did you last work and why did you leave?"

"At the Kendall Agency. I left because we couldn't agree as to my duties."

"Ah! Then you have well defined ideas as to just what you should do. I am afraid—"

"I couldn't agree to mix cocktail parties and dancing and night-club revelry with Mr. Kendall, along with my secretarial work."

"Oh. Well, I am sorry, Miss Morrison, but we—uh—we had in mind—"

### THE BIG BOSS

Margery Morrison never learned what Mr. Pipp had in mind, as the office door opened at this point and a tall, dignified appearing man, in his fifties, stepped in.

"I beg your pardon, Pipp," he said, when he saw Margery. And when he saw her he took another look.

"Quite all right, Mr. Mason," Pipp said, standing up at once, his voice and manner denoting marked deference to the intruder. "This young lady called about the position, but I was about to explain that we—er—had in mind an older and more experienced woman."

Mr. Horace Mason, president of the California Peace and Purity League, looked at Margery again.

"Nonsense, Pipp," Mason said, "it is a matter of ability, mental ability, not—er—physical maturity." He gave Margery a smile. "My secretary is leaving at the end of the week. Suppose you come in tomorrow and let her acquaint you with the duties of the position."

"Yes, sir. What—"

### PLEASED WITH SALARY

Horace Mason was ahead of her there. He told her what the salary would be. It was rather better than Margery had hoped to secure. Her smile of delight was not lost on Mr. Mason.

"Tomorrow, at nine, then Miss Morrison," Mason said, after he had a brief talk with her.

As Margery came into the outer office, William Diggs dropped

a volume of "The History of Peace" that he was wrapping and fairly slid across the floor to open the door for her, asking at the same time, "Did you land it, Miss?"

"Yes," Margery added a queer little laugh. William thought she was laughing with happiness at her luck. In reality Margery thought she was laughing at his popeyes and squirrel teeth.

Meanwhile, Manager Pipp was trying to explain to President Mason why he had been on the verge of refusing to give the girl the job.

### LOOKS INTELLIGENT

"You see, Mr. Mason," he said earnestly, "I have hired a great many girls for office work and I have found that the extremely attractive types are well aware of their attractiveness and waste valuable hours each day in primping."

"Primping?"

"Yes sir, using lipstick and rouge and powder or fixing their hair or fussing with their nails."

"I am a fairly good judge of intelligence, myself, Pipp," Mr. Mason replied, with considerable cold dignity. "One cannot censure a girl because she is — er — attractive." He had been about to say "beautiful" but changed his mind. "This young lady is mentally bright. There isn't a doubt of it. I especially noted her keen eyes and her well formed forehead, also her good judgment in dress."

"Yes sir," Pipp "yessed," meekly enough.

"She was garbed with intelligence, becomingly, but nothing ultra modern or rakish or fluffy about it."

"You are right, of course, Mr. Mason."

Mason nodded as though it went without saying that he could never be anything else than quite right about everything, and then took up the matter of business he had had on his mind.

### MARGERY FEELS GAY

Margery Morrison pranced gaily down the corridor to the elevator. After all, it hadn't been as bad as she feared. When she had refused to go places with her former employer, Mr. Kendall, and had quit before he could tell her she was through, she had unhappy visions of being weeks looking for another suitable position. But here she had landed a

nice position, she assured herself, on her second day of job-hunting.

Margery did a little window shopping until she realized that she was hungry. Then she got a few things at a delicatessen shop and went to the little apartment occupied by herself and her loyal girl friend, Susie Rogers.

### PREPARES MEAL

Margery made up some sandwiches, brewed some tea, got into restful slippers and kimono, and proceeded to regale herself, gastronomically from the viands and mentally from a current magazine.

By the time that Susie got home from her office job Margery had their dinner well under way and was stretched out on the divan, finishing another magazine story.

"Hya, Marge!" Susie said as she tossed her hat on a chair.

"Hi, Sue."

Margery didn't look up because she was at an exciting passage in the story. Susie misunderstood and ran over to her.

"Lissen, Honey, don't let it get you down. You'll land something—"

"I have—a swell position, just made for me, Sue."

Margery proceeded to tell her about it.

"Peace and Purity League! Now tie that one! Gee, that's swell, Marge. No fresh idiots with exploring hands and unholy yearnings in an outfit like that. What luck!"

Margery agreed and they had dinner with much happy chatter and high hopes.

### WHAT MR. PIPP THOUGHT

At the same time Mr. Pipp, manager of the California Peace and Purity League, was at home telling his wife the details of how it happened that one Margery Morrison was hired to be President Horace Mason's secretary.

"The oleaginous old hypocrite," Mr. Pipp spluttered, "saying that he especially noted her keen eyes and well-formed forehead. You bet he did, and her cupid-bow lips and dimpled cheeks and her neat ankles and her pretty legs and swell figure, I wouldn't trust old Mason as far as I could throw the Ferry Building!"

Has the clever and deserving Margery secured just the sort of a job she wants, or is Mr. Pipp right in his judgment of why Mason was so quick to hire her?

(End of First Chapter)

## NEWSPAPER AND THEATRE CO-OPERATION

### By The Theatre:—

Announcements on the screen, lobby, programs and house organs.

Distribute reprints of first installment supplied by newspaper.

Underline advertising copy on the picture — advance and current.

Spot announcement on theatre program.

Distribute newsstand cards supplied by newspaper to all dealers.

### By The Newspaper:—

Advance announcements in news columns and in display advertising to be run in the paper.

Banners or Posters on the newspaper delivery trucks.

Supply theatre with sample copies of newspaper, carrying first installment for distribution to theatre patrons.

Spot announcements on newspaper radio program.

Newspaper might be induced to underline each chapter, with theatre name and playdate.

# RENT THESE ACCESSORIES



**40 x 60**  
PHOTO  
GELATIN  
*Rental*  
**75¢**

Warner Bros. presents a new type of combination lobby frame to be known as

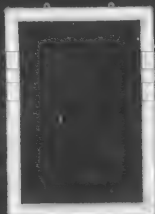
## FLOOR-AND-WALL STUDIO FRAME

The frame is composed of two parts: one, the frame itself; two, a separate easel on which it stands. As a floor display, the frame is used in conjunction with the easel as shown in the illustration. When occasion demands, frames may be hung on the wall. There are brass hooks in back of each frame to facilitate hanging.

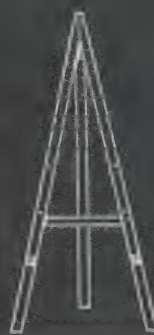
**PRICES:** 40 x 60, complete with easel, \$10.00 each.  
One-sheet size, complete with easel, \$5.00 each.

See samples at your Vitagraph Exchange. Order directly from your Vitagraph Ad Salesman.

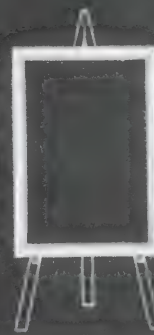
Frame  
used as  
wall  
display.



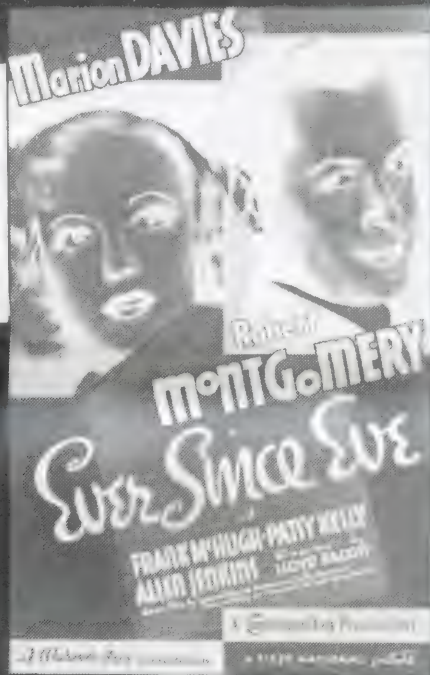
Artist's  
easel



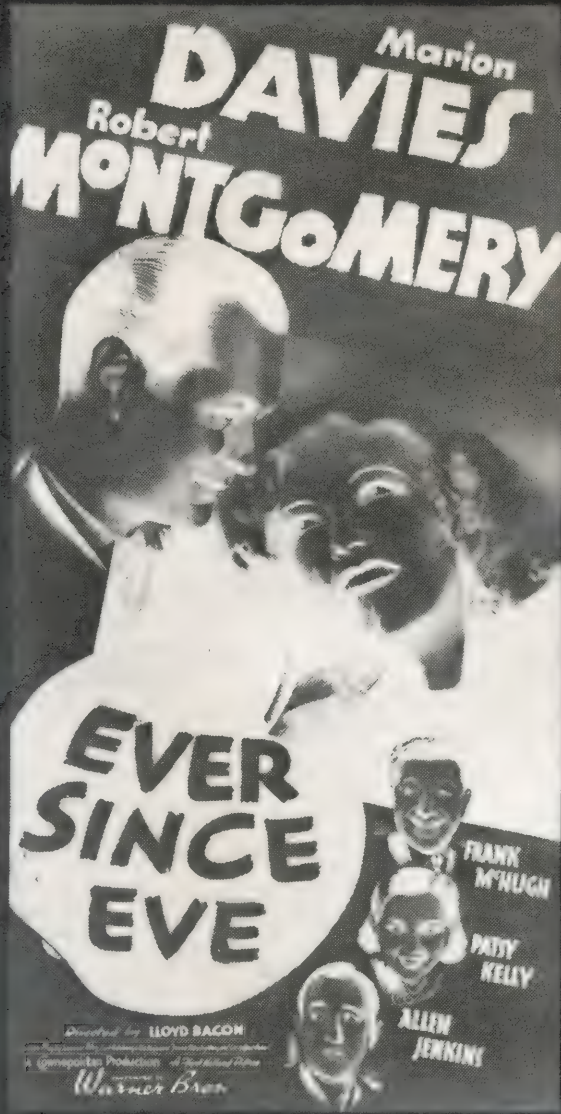
Combination  
of frame  
and easel  
used as  
floor  
display.



ONE SHEET  
*Rental*  
**8¢** EACH



**QUANTITY PRICES**  
(The following prices are quoted to the exhibitor only under condition that these posters are to be used for POSTING or SNIPING in connection with the engagement of "EVER SINCE EVE"): One-Sheets—50 to 99, 11c ea.; 100 & over, 9c ea. Three Sheets—50 to 99, 32c ea.; 100 & over, 28c ea. Six-Sheets—25 to 49, 80c ea.; 50 to 99, 70c ea.; 100 & over, 60c ea.



THREE SHEET  
*Rental*  
**24¢** EACH

SIX SHEET  
*Rental*  
**48¢** EACH





8 x 10  
COLOR-GLOS PRINTS  
*Rental*  
**9<sup>c</sup>**  
EACH



14x36  
INSERT  
*Rental*  
**12<sup>c</sup>**  
EACH

Lobby Displays are now offered at a price that makes it practical to use more of these items than ever before. PEBBLED, VARNISHED and magnificently reproduced by a photo-gelatin process that guarantees CLASS and DISTINCTION.



11x14's  
*Rental*  
**35<sup>c</sup>**  
SET OF 8



8 x 10 Color-Glos Prints come in sets of 10 assorted scenes. May be rented singly.



22x28's  
*Rental*  
**20<sup>c</sup>**  
EACH



# NON-RENTAL ITEMS

**MARION DAVIES**  
**ROBERT MONTGOMERY**

PRESENTED BY  
*Warner Bros.*

**EVER SINCE EVE**

FRANK McHUGH  
PATSY KELLY  
ALLEN JENKINS  
A COSMOPOLITAN  
PROD'N • Presented  
by Warner Bros. • A  
First National Picture  
Directed by Lloyd Bacon

Screen Play by Lawrence Riley, Earl Baldwin and Lillie Hayward - From a Story by Margaret Lee and Gene Baker

Lucky Marion—  
(What a job!)  
Has to work for  
Playboy Bob!

And here is Bob  
(What woe he's  
Carryin'!)  
'Cause all he gets  
is 'NO!' from  
Marion!

NEVER SUCH LAUGHS! NEVER SUCH LOVE! NEVER SUCH STARS!

**9" x 12"**  
**LITHO**  
**HERALD**

**PRICES:**

**\$2.25 . . . per M**  
For 5M or over

**\$2.50 . . . per M**  
For less than 5M

This snappy colorful showman's herald has the clever catchlines and seat selling art exhibitors need for a really complete campaign on this picture. Entire reverse side has been left blank leaving enough room for both your imprint and tie-up ads. Give this herald wide distribution in stores, packages, through the mail, and as a program.

**THEATRE IMPRINT**

**MARION DAVIES** **ROBERT MONTGOMERY**

**EVER SINCE EVE**

FRANK McHUGH  
PATSY KELLY  
ALLEN JENKINS  
A COSMOPOLITAN  
PROD'N • Presented  
by Warner Bros. • A  
First National Picture  
Directed by Lloyd Bacon

**SLIDE** . . . . . 15c ea.

**REGULAR WINDOW CARD**  
**PRICES:**

1 to 49 . . . . . 7c ea.  
50 to 99 . . . . . 6c ea.  
100 & over . . . . . 5½c ea.

**JUMBO WINDOW CARD**  
**PRICES:**

1 to 99 . . . . . 10c ea.  
100 & over . . . . . 8c ea.

**THEATRE IMPRINT**

**MARION DAVIES** **ROBERT MONTGOMERY**

**EVER SINCE EVE**

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PATSY KELLY  
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**THEATRE IMPRINT**

**MARION DAVIES** **ROBERT MONTGOMERY**

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A COSMOPOLITAN  
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First National Picture  
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**MIDGET WINDOW CARD**  
**PRICE** . . . . . 4c ea.

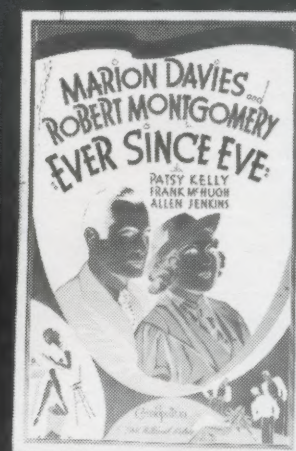
## LOBBY DISPLAYS

Alert showmen are everlastingly on the lookout for opportunities to express their individuality in showmanship. The wide range of display accessories available thru our display plan gives you a most complete expression to your showmanship selling campaign.

Drop us a postcard today. Let us tell you how your theatre can have these displays at a reasonable weekly rental fee.

Write directly to:

**AMERICAN DISPLAY COMPANY, Inc., 525 West 43rd Street, New York City**



**40" x 60"**  
(also available in size 30" x 40")

Marion  
**DAVIES**

Robert  
**MONTGOMERY**

**EVER  
SINCE  
EVE**

*Directed by Lloyd Bacon*

STORY BY LINDA W. CRAFT, DAVID BARNARD & LLOYD BACON. SCREENPLAY BY MARGARET LEE & LLOYD BACON.

A **Cosmopolitan** Production

Presented by **Warner Bros.** A FIRST NATIONAL PICTURE

**24-SHEET**

Beautifully lithographed  
in brilliant colors

**PRICES:**

1 to 4	\$2.40 ea.
5 to 9	\$2.25 ea.
10 to 24	\$2.00 ea.
255 and over	\$1.75 ea.



MARION DAVIES

**11" x 14"**  
**COLOR-GLOS**  
**AUTOGRAPHED**  
**STAR PORTRAITS**

**PRICES:**

1 to 9	35c ea.
10 to 24	30c ea.
25 & over	20c ea.



FRANK McHUGH

**OTHER WARNER STARS AVAILABLE IN 11" x 14" COLOR-GLOS STAR PORTRAITS ARE:**

LESLIE HOWARD  
DICK POWELL  
PAUL MUNI  
RUBY KEELER

FERNAND GRAVET  
JOAN BLONDELL  
KAY FRANCIS  
ERROL FLYNN

BORIS KARLOFF  
CLAUDE RAINS  
BEVERLY ROBERTS  
JUNE TRAVIS

PAT O'BRIEN  
OLIVIA de HAVILLAND  
GEORGE BRENT  
MARGARET LINDSAY

GLENN FARRELL  
JOSEPHINE HUTCHINSON  
ANITA LOUISE  
BARTON MACLANE

BILLY & BOBBY MAUCH  
DICK FORAN  
IAN HUNTER  
HUMPHREY BOGART

BETTE DAVIES  
EDW. G. ROBINSON  
HUGH HERBERT

**8" x 10" SEPIA AUTOGRAPHED FAN FOTOS**

Fotos reproduced here are printed in sepia ink on heavy India tinted stock and pebbled. The result is a beautiful sepia foto, suitable for framing. Remember! They cost you no more than ordinary black and white items of the same type. By all means see a sample of this bargain-priced deluxe item at your VITAGRAPH EXCHANGE.

**PRICES: \$5.50 per M ♦ \$3.00 for 500**

(Ask the VITAGRAPH AD SALESMAN for our special quantity prices)



MARION DAVIES  
(Star of "Ever Since Eve")



ANITA LOUISE



FERNAND GRAVET



GEORGE BRENT



PAUL MUNI



JOAN BLONDELL



KAY FRANCIS



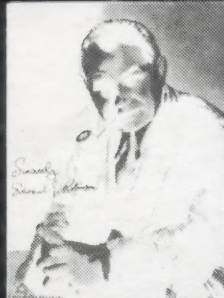
OLIVIA de HAVILLAND



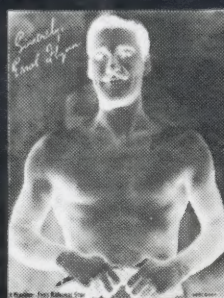
DICK POWELL



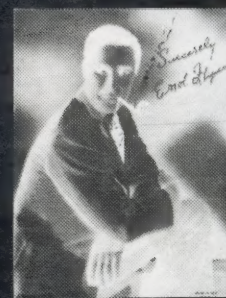
BETTE DAVIS



EDW. G. ROBINSON



ERROL FLYNN  
(style "A")



ERROL FLYNN  
(style "B")

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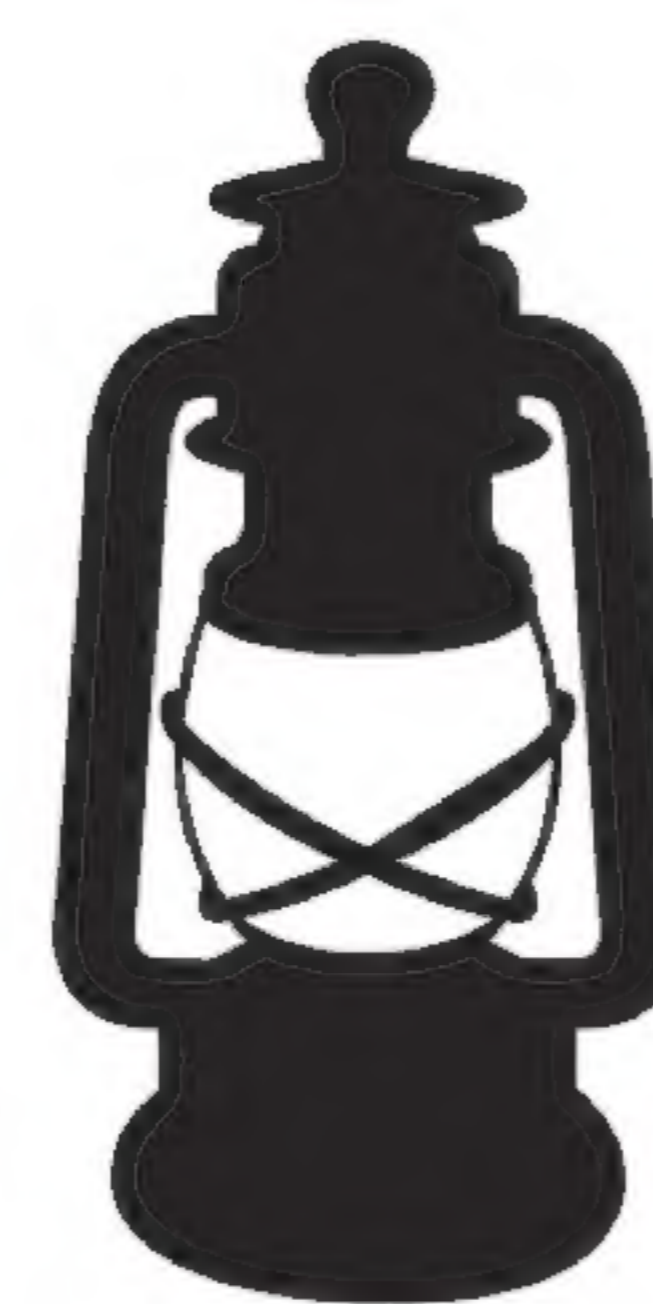


**Wisconsin Center**  
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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